

Miss Manners vs. Emily Post

Social media etiquette for libraries

#ncla11sme

Government & Heritage Library, State Library of North Carolina

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WAKE COUNTY PUBLIC LIBRARIES

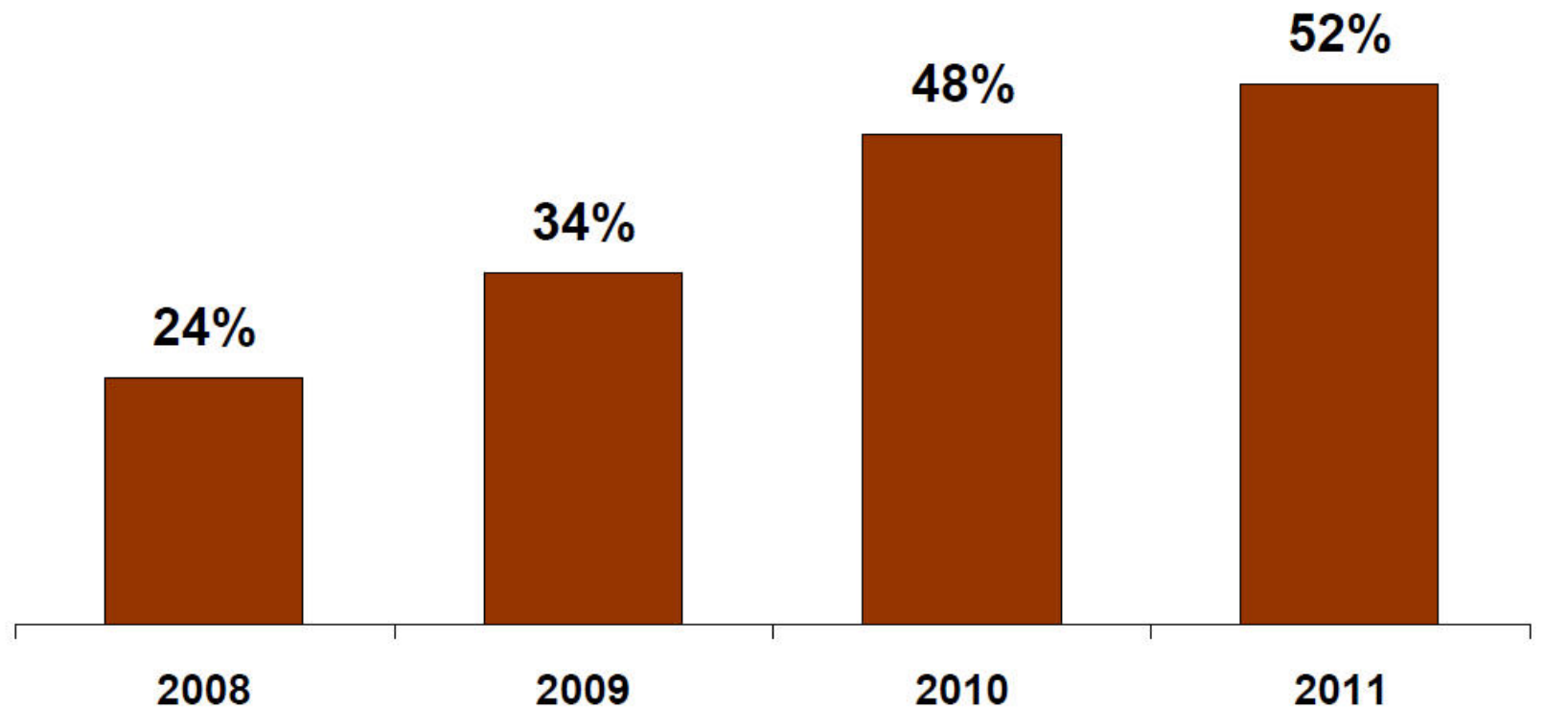
- Locations: 20
- Population served: Residents of Wake County
- Twitter followers: 245 (@wcplonline)
- Facebook fans: 1,537
- Follows Wake County guidelines for social media use

GOVERNMENT & HERITAGE LIBRARY

- Locations: 1
- Population served: State agency employees, researchers of North Carolina (history, culture, genealogy, etc.)
- Twitter followers: 714 (@ncpedia)
- Facebook fans: 394
- Follows state guidelines (set by Governor's office) for social media use by state agencies

More Than Half of Americans Have a Profile on a Social Networking Site

% Who Currently Have a Personal Profile Page on Facebook, MySpace®, LinkedIn or Any Other Social Networking Web Site

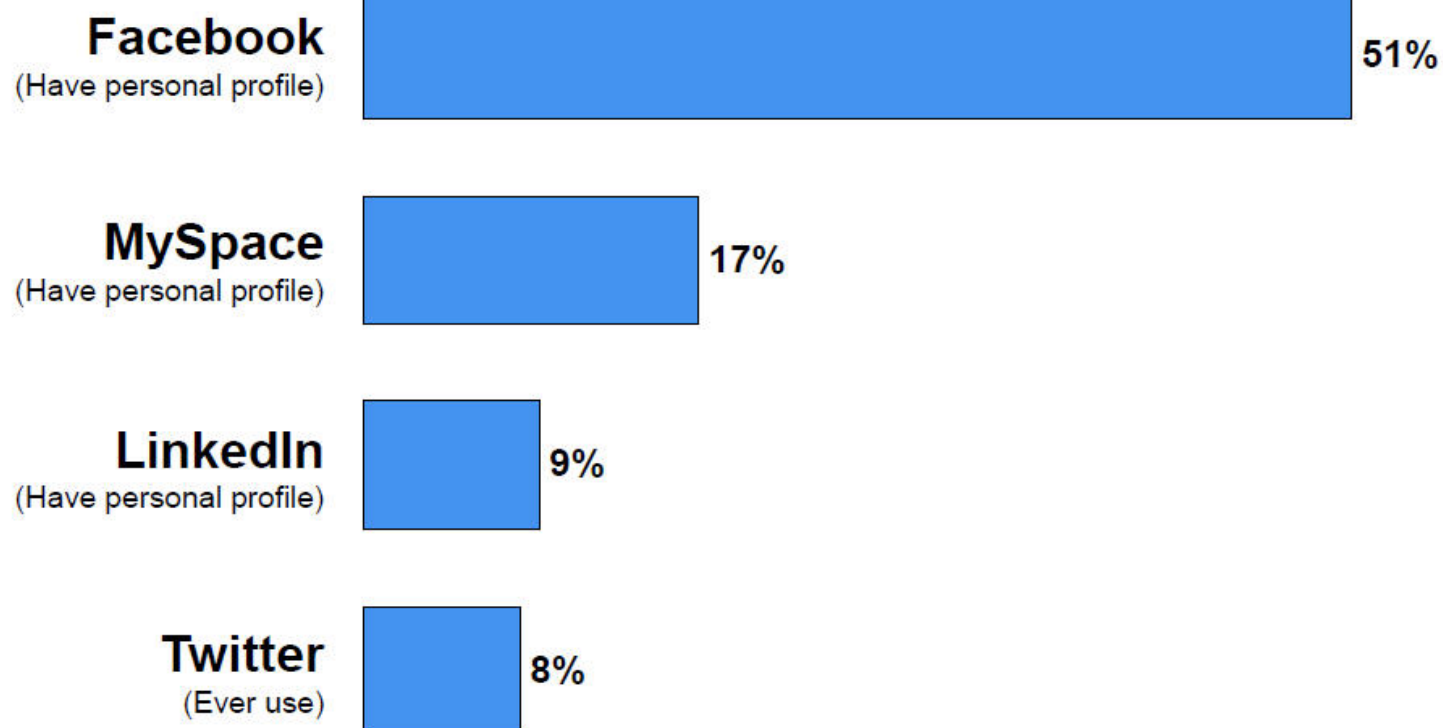


Base: Total Population 12+



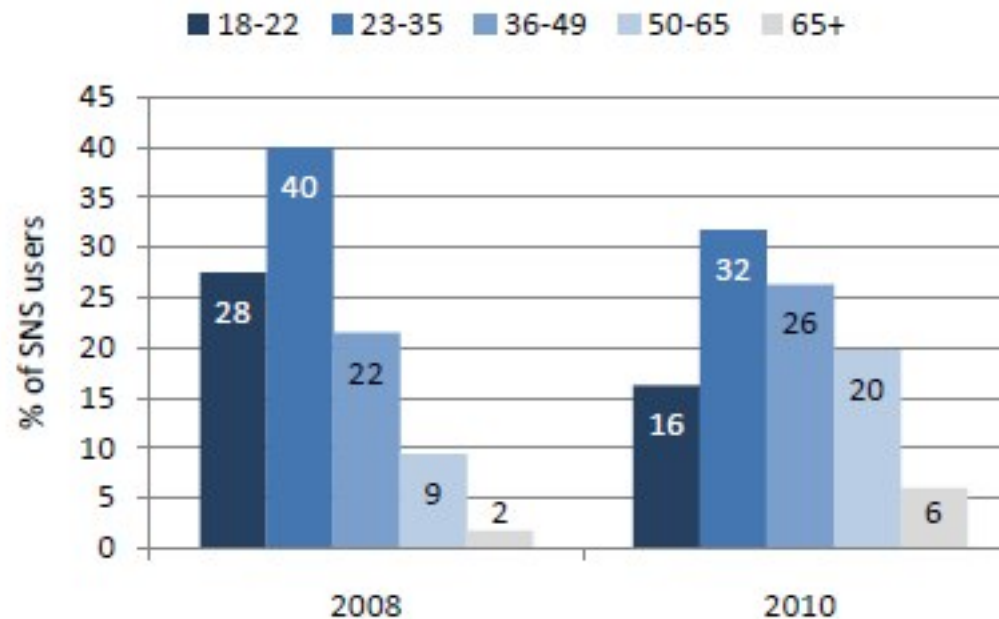
Facebook Is the Dominant Player in Social Networking

% Using Each Social Networking Site/Service



Age distribution of social networking site users in 2008 and 2010

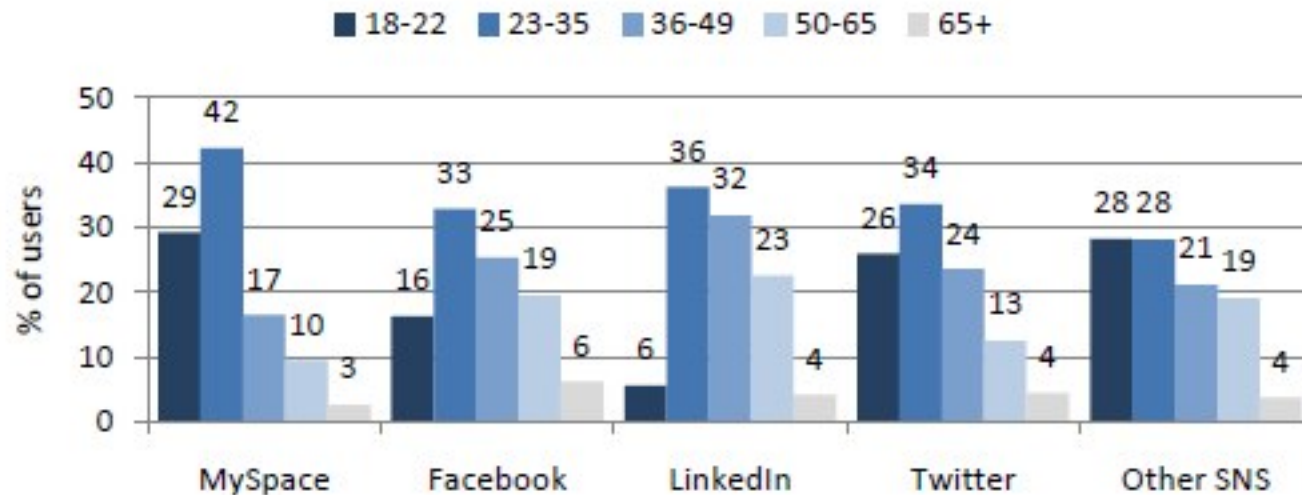
% of social networking site users in each age group. For instance, in 2008, 28% of social networking sites users were 18-22, but in 2010 that age group made up 16% of social networking site users.



Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

Age distribution by social networking site platform

% of social networking site users on each site who are in each age group. For instance, 29% of MySpace users are 18-22 years old.



Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

Retweets, likes, and shares may extend your potential audience

Sunshine Week Tweets – “Retweeted”

NCpedia has 559 followers

Potential reach = ~9226 Twitter users

March 18, 2011



Sunshine Review

Lots of NC sunshine week action RT @ncpedia: Read three North Carolina state publications on accountability at <http://url.ly/CwXKY> #FOIAchat

50 seconds ago

██████████ has 1,054 followers
- does not follow us (found Tweet via hash tag)

March 17



ncpedia Rebecca & Michelle

Read how the State Library of N.C. shines light on gov. info: <http://tinyurl.com/4dnwftq> #sunshineweek

17 Mar

Tweeted by someone, but no account given – account that retweeted is likely “private” hence we do not see who reposted it.



RT @ncpedia: Social media isn't fleeing in NC state government. We've archived it - search it when you want <http://webarchives.ncdcr.gov>

3 hours ago

██████████ has 426 followers
- does not follow us (found via a retweet, probably)



RT @ncpedia: Social media isn't fleeing in NC state government. We've archived it - search it when you want <http://webarchives.ncdcr.gov>

3 hours ago

██████████ has 3,993 followers



RT @ncpedia: Social media isn't fleeing in NC state government. We've archived it - search it when you want <http://webarchives.ncdcr.gov>

3 hours ago

██████████ has 1,058 followers

March 16



@ncpedia

Rebecca & Michelle

Looking for a disappeared North Carolina government website? We can help! Check out:

<http://webarchives.ncdcr.gov>

#sunshineweek

16 Mar via SocialJumph ✨ Favorite ↻ Reply 🗑 Delete

Retweeted by ██████████ and 4 others



██████████ has 215 followers
██████████ has 11 followers
██████████ (WRAL Govt Coverage) has 1,015 followers

None of these three accounts follow us. They either retweeted from someone else's RT or found it via the hashtag. The “others” (accts not shown) were users with protected accounts.

What social media does the Government & Heritage Library use? What social media do Wake County Public Libraries use?

How are they used?

- Blogs
- Twitter
- Facebook

SOCIAL MEDIA ETIQUETTE FOR LIBRARIES

**Share your questions and answers on
Twitter with #ncla11sme**

?

**Should I let anyone follow
me or be a fan?**

?

**Twitter: Who should I
follow? What about private
accounts who follow me?**

?

**Twitter: Autoresponses for
new followers: Do you or
don't you?**



**How often are social media
accounts checked for
inquiries from patrons?**

?

**Is it okay to cross-post
across multiple social
media accounts?**



**If someone asks a question via
a social media site, can I just
tell them to call, email or visit
us?**

?

**Where is the happy medium
between too institutional
and too casual?**

?

**Huge typo was just posted
to our blog! How do I handle
telling the poster?**

?

**Are posts/tweets/comments
subject to public records
law?**

?

**WTF? WHY IS THE
LIBRARY YELLING AT ME?!
ROFLMAO**

?

**Crowdsourcing via social
media: Helpful?
Exploitative?**

?

**Are please and thank you
really necessary?**

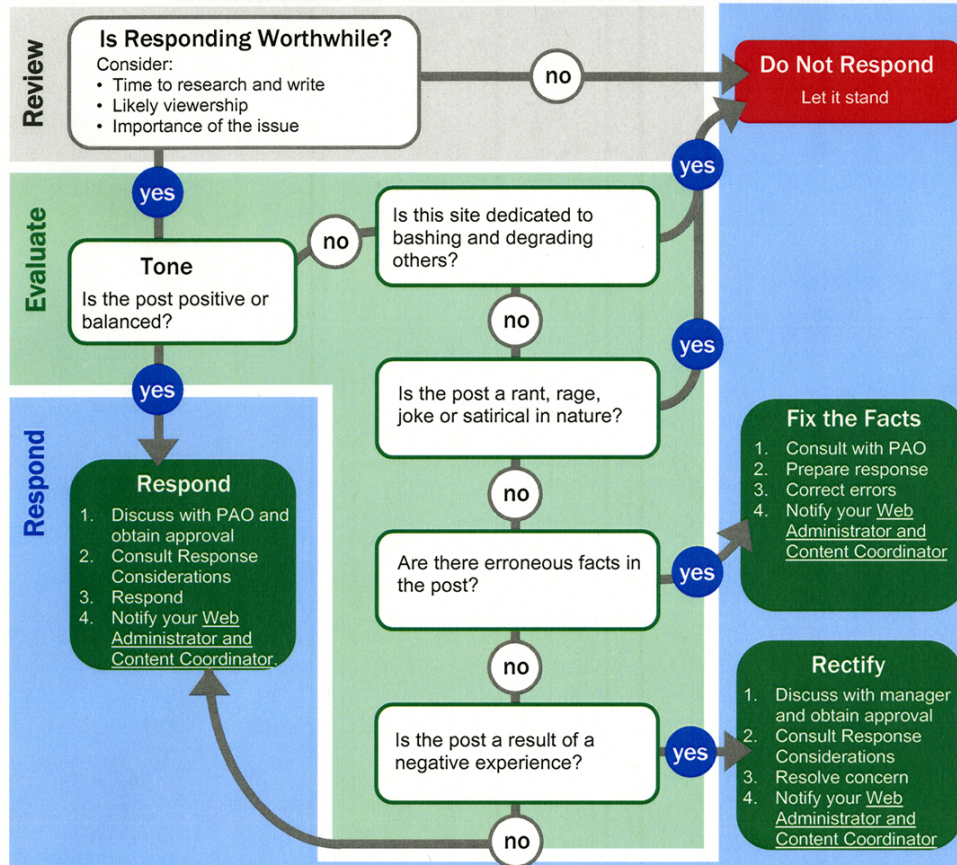
?

**If I RT something does that
mean the library endorses
it?**



Should I Respond to a Social Media Post?

Representing Wake County Online Using Social Media



Response Considerations

Be Transparent – Disclose your affiliation (Wake County Government Employee).

Cite Your Sources – Stick to facts and cite your sources by including hyperlinks, video, images, etc.

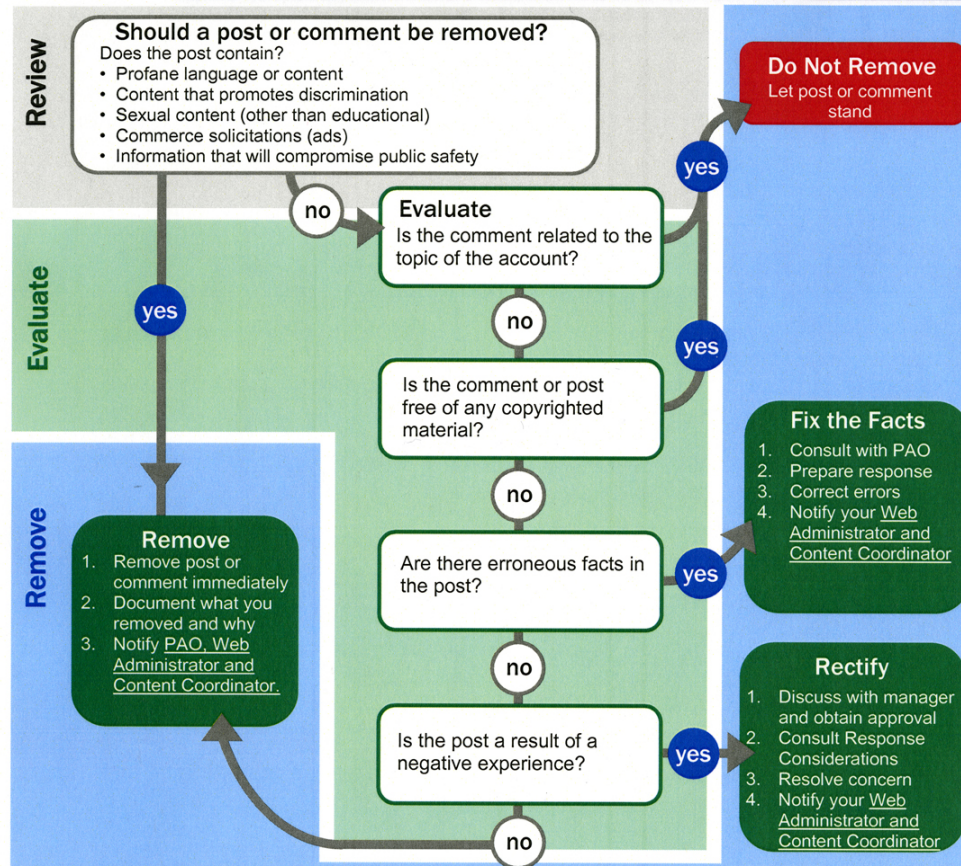
Respect Your Time – Do not spend more time than the response is worth.

Use a Professional Tone – Respond in a tone that reflects positively of Wake County Government



Should I Remove a Social Media Post?

Representing Wake County Online Using Social Media



Removal Considerations

Be consistent – Only remove comments if it adheres to our guidelines for removal.

Document – Document and record what you removed and why

Respect viewpoints – Do not remove posts just because you disagree with their viewpoint.

Benefits – Remove items that benefit the general public to do so.

Thank you!

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